

# ORDER

Orders	Order / Rev:	<b>706646</b>	
Alt Order #:	06278652		
Product Desc:	OBAMA FOR AMERICA		
Estimate:	1537		
Flight Dates:	10/09/12 - 10/15/12		Primary AE:
Original Date / Rev:	10/05/12 / 10/05/12		Sales Office:
Order Type:	Political		Sales Region:
Agency	Name:	<b>Greer Margolis Mitchell/ Pol</b>	
Buying Contact:			Billing Type:
Billing Contact:			Billing Calendar:
	3050 K St NW		Billing Cycle:
	Washington, DC 20007		Agency Commission:
Advertiser	Name:	<b>Obama/D/President</b>	
Demographic:	A35+		New Business Thru:
Product Codes:	PL-Presidential,Political,PL-Federal		Order Separation:
Priority:	P-1		Advertiser External ID:
Revenue Codes:	AGY, GEN, POL		Agency External ID:



WKYC

					<b>Totals</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/08/12	10/14/12	195	\$297,000.00	\$252,450.00	October 2012	231	\$348,625.00	\$296,331.25	0.00
10/15/12	10/21/12	36	\$51,625.00	\$43,881.25	Totals	231	\$348,625.00	\$296,331.25	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/09/12	10/12/12	Days of Our Lives	CM	1p-2p	- TWTF--	:30	8	\$500.00	P-2	0.00	NM	8	\$4,000.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		8	\$500.00			0.00					
N 2	WKYC	10/09/12	10/12/12	M-F 10-11a	CM	10a-11a	- TWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4	\$250.00			0.00					
N 3	WKYC	10/09/12	10/12/12	Tonight Show	CM	1135p-1237a	- TWTF--	:30	7	\$1,200.00	P-2	0.00	NM	7	\$8,400.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		7	\$1,200.00			0.00					
N 4	WKYC	10/09/12	10/12/12	M-F 10-11a	CM	10a-11a	- TWTF--	:30	8	\$400.00	P-2	0.00	NM	8	\$3,200.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		8	\$400.00			0.00					
N 5	WKYC	10/09/12	10/12/12	Late Night	CM	1237a-136a	- TWTF--	:30	4	\$475.00	P-2	0.00	NM	4	\$1,900.00
				Late Night w/Jimmy Fallon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4	\$475.00			0.00					
N 6	WKYC	10/09/12	10/12/12	M-F 11a-1230p	CM	11a-1230p	- TWTF--	:30	7	\$400.00	P-3	0.00	NM	7	\$2,800.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		7	\$400.00			0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N44	WKYC	10/09/12	10/14/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-TWTFSS	:30	8	\$2,400.00	P-2	0.00	NM	8	\$19,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-TWTFSS		8	\$2,400.00		0.00						
N45	WKYC	10/09/12	10/09/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-T-----		1	\$4,500.00		0.00						
N46	WKYC	10/09/12	10/09/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-T-----		1	\$5,000.00		0.00						
N47	WKYC	10/10/12	10/10/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	--W----		1	\$3,500.00		0.00						
N48	WKYC	10/10/12	10/10/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W---	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	--W---		1	\$6,000.00		0.00						
N49	WKYC	10/15/12	10/15/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		2	\$500.00		0.00						
N50	WKYC	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$250.00		0.00						
N51	WKYC	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$1,200.00		0.00						
N52	WKYC	10/15/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		2	\$400.00		0.00						
N53	WKYC	10/15/12	10/15/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$475.00		0.00						
N54	WKYC	10/15/12	10/15/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$400.00		0.00						
N55	WKYC	10/15/12	10/15/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		1	\$300.00		0.00						
N56	WKYC	10/15/12	10/15/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		2	\$400.00		0.00						
N57	WKYC	10/15/12	10/15/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		2	\$450.00		0.00						
N58	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----		2	\$600.00		0.00						

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N58	WKYC	10/15/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2				\$600.00		0.00			
N59	WKYC	10/15/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$300.00		0.00			
N60	WKYC	10/15/12	10/15/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2				\$650.00		0.00			
N61	WKYC	10/15/12	10/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2				\$1,400.00		0.00			
N62	WKYC	10/15/12	10/15/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$3,200.00		0.00			
N63	WKYC	10/15/12	10/15/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2				\$1,400.00		0.00			
N64	WKYC	10/15/12	10/15/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$3,500.00		0.00			
N65	WKYC	10/15/12	10/15/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$2,400.00		0.00			
N66	WKYC	10/15/12	10/15/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		5				\$1,400.00		0.00			
N67	WKYC	10/15/12	10/15/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$2,400.00		0.00			
N68	WKYC	10/15/12	10/15/12	M-F 9-10a Today II Today Show II (9:00 AM-10:00 AM)	CM	9a-10a	M-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2				\$600.00		0.00			
N69	WKYC	10/15/12	10/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$2,400.00		0.00			

Totals 231 \$348,625.00